

RJREYNOLDS BOSTON REG ID:508-435-8591

SEP 25 '95

10:51 No.018 P.01

TO:

BOSTON ROU; NY METRO ROU; BUFFALO ROU

DATE:

9/22/95

FOR:

DISSEMINATION TO: ALL DM'S; RM'S; SALES REPS & RETAIL REPS
WITH FOODMART LOCATIONS**CHAIN PROMOTIONAL INFORMATION**CHAIN NAME: FOODMART CID #: 1138 00 00PROMOTION TYPE: JACKS INTRODUCTION SUPPLIER: J. POLEPDESCRIPTION: ALL STYLES OF JACKS ARE AUTHORIZED FOR FOODMART STORES
BEGINNING OCTOBER 1, 1995. JACKS TO BE EVERYDAY LOW PRICE
BRAND FOR ALL FOODMART LOCATIONS.BRANDS: ALL STYLES OF JACKS Sales 1221 Retail 1222 21,22
1222 5,8,9 1223AUTHORIZED LOCATIONS: ALL FOODMART LOCATIONS 1224 1229
1225 ROM 1226 1229 1240 1244 SC
1226 1229 1240 PA RSM RBMTIMING: OCTOBER 1, 1995DISPLAY METHOD: UTILIZE SHELF SPLITTERS ON CARTON FIXTURES IN SAVINGS SECTION
TO ACCOMMODATE DORAL AND MONARCH ON THE TOP SHELF AND
JACKS ON THE 2ND SHELF.ACTION REQUIRED: ENSURE JACKS ITEM #'S ARE PLACED IN FOODMART ORDER GUIDES
AND THAT JACKS ARE TAGGED AND ADVERTISED ON 2ND SHELF OF
CARTON FIXTURE.COMMENTS: IN STORES WITH COURTESY BOOTH MERCHANDISING, ENSURE 51855
JACKS PRODUCT IS DISPLAYED AND ADVERTISED IN HIGH VISIBILITY
LOCATIONS. 1364

* SEE ATTACHMENTS

AUTHORIZED BY: PAUL CATALDO R.J.R. REP: MITCH McGOVERN, AMATTACHMENTS
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FOOD MART

NEW CIGARETTE ITEM



♠ JACKS ♠



- AVAILABLE IN 13 STYLES FROM J. POLEP DISTRIBUTION
(SEE ATTACHED)

- ADVANTAGED PRICING:

Connecticut

Packs - \$1.52 plus tax
Cartons - \$14.99 plus tax

Massachusetts

Packs - \$1.55 plus tax
Cartons - \$15.19 plus tax

- STORE DISTRIBUTIONS WEEK OF 10/16/95
- WORK WITH R. J. REYNOLDS REPRESENTATIVES TO PLACE PRODUCT AND ADVERTISING IN A HIGHLY VISIBLE LOCATION IN THE CIGARETTE DEPARTMENT.

51855 1365